

J&A Number: YOK \_\_\_\_\_

**Justification and Approval for Sole Source Procurement  
Under Simplified Acquisition Test Program at FAR 13.5**

**1. Name of Requiring and Contracting Activity**

Requiring Activity: MIST Philippines  
Contracting Activity: U.S. Fleet and Industrial Supply Center (FISC), Yokosuka, Japan

**2. Nature and/or Description of the Action Being Approved:**

This is the Justification for Sole Source Purchase for the specific purchase order of **One Mindanao Campaign; Tier 2, from Rocket Science. (COST: USD \$364,897.00)** *This is a 2 – 3 year campaign that ROCKET SCIENCE has been contracted to develop. This is a 5-Tiered program, that is broken down to several tiers because of the necessity to continually adjust the next line of commercials based on feedbacks and assessments to make them more effective. Changing contractors will create inconsistency and will be time consuming.* Each tier will cost approximately \$364,897.00 USD, but may vary slightly based on media implementation cost at the time of contract.

**3. Description of the Supplies and Services Being Procured:**

MIST-RP requires the continuation of the current running 5 Tier series of One Mindanao, produced by Rocket Science, proceeding with the start of the **One Mindanao Campaign; Tier 2**. It will be used for TV, Radio, Civic action events, newspapers, symposiums and other on-ground activities.

**4. Statutory Authority to Procure Requirement under Sole Source Procedures:**

IAW 10 USC, 2304 (c)(1) – The information contained in the program, and the areas in which the program will be implemented are sensitive in nature and mission related. There is only one responsible, vetted, and trusted source from which the requirement can be met and the information safe guarded. Rocket Science was interviewed and vetted by Wendy Wah (US Naval Regional Contracting Center Singapore), previous MIST personnel (Randy Crabtree) and JUSMAG personnel (COL Matt Velasco). This process was started on September 05, 2005 with the solicitation of N68047-05-T-0036. Numerous interviews over the phone, and office calls were conducted prior to the award of the first contract with Rocket Science (known then as New Thinkers). Rocket Science was chosen due to their knowledge of the marketing business, cheaper prices, and fast turnaround time. Two other contractors were also considered in the bidding process at that time. Rocket Science also screens their subcontractors, to ensure that they are of high morals, trustworthy, and have no anti-American sentiments. Rocket Science also has their employee's sign a statement of confidentiality, to ensure they know the importance of keeping close guard of the information that they handle.

**5. Description of the Unique Capabilities or Qualifications, which Requires Acquisition under Sole Source Procedures:**

Rocket Science is a trusted and vetted marketing company that is producing the entire **One Mindanao Campaign** and thus has all the knowledge and abilities to help MIST-RP continue the campaign and implement Tier 2 of the One Mindanao Campaign. Rocket Science and the MIST have worked together on a number of projects, for over 5 years, with no problems or information leaks. Given the sensitivities of such a program as this, and the fact that this is a continuation of a campaign already running and produced by this company, there is no need to make other companies privy to sensitive information and our operations. MIST-RP prefers to compartmentalize the information rather than have countless individuals aware of what we do. We would be able to easily narrow down leaks if necessary.

**Possible Consequences of a Sensitive Information Leak:**

If sensitive information was leaked to other non-vetted companies, the consequence could have a large negative impact to the mission of the MIST, JSOTF-Philippines and the US Embassy Manila. Any such leak could possibly

Encl (2)

compromise the program, which has already had large amounts of money invested into it, and taken many years to study, analyze, and produce. Sensitive information leaks to non-vetted companies could also compromise the safety and security of MIST and contracting personnel in Manila and Mindanao. Sensitive information leaks could also place information in the hands of groups that are against the United States and its allies and wish to do harm to the U.S. and Filipino forces and citizens in the Philippines. Our work is sensitive in nature and if we were to be identified by the wrong people, especially in a country that has many threat groups and organizations that wish to discredit the Government United States, the results could be disastrous. This country also has a very active political environment and if these organizations were to get a hold of certain information, it could have negative political repercussions. Rocket Science understands the sensitivities of the work they do for us, and realize that their lives would also be in danger if the wrong people found out they were working with U.S. government.

Contracting Requirement Regarding the Non-Release Of Sensitive Information To Other Companies And The Public.

This sensitive information is not to be release to any other companies or to be made public information. NAVSUP personnel will not post solicitations in any venue, in any medium, or release any solicitations to any company, other than the company stated in the SOLE SOURCE JUSTIFICATION. Each tier of the One Mindanao Campaign itself is sensitive until it is properly disseminated by MIST-RP personnel. Release of sensitive program information during prior to production, during production, or prior to proper dissemination by MIST-RP personnel will compromise the mission and the program.

6. Description of Efforts Made to Ensure that Offers Are Solicited from as Many Potential Sources as Is Practicable (i.e., FACNET, CBD Synopsis or Documentation Explaining Exception to Synopsis Requirement):

Upon approval of this document and in accordance with FAR 13.106-1(b)(1), an offer will be solicited from the only known source reasonably available. A highly detailed Independent Government Estimate will be provided to the contracting officer to satisfy fair and reasonable pricing requirements.

7. Determination that the Anticipated Cost to the Government Will Be "Fair and Reasonable":

The Government will determine the dollar value associated with this procurement to be Fair and Reasonable by conducting a comparison of the proposed price with prices found reasonable on previous purchases and by conducting a comparison with similar items in a related industry IAW FAR 13.106-3(a)(2)(ii) and 13.106-3(a)(2)(iv)

8. Description of the "Market Research" Conducted and the Results or a Statement Explaining the Reason Market Research Was Not Conducted:

The use of the marketing firm Rocket Science is the best way to have the **One Mindanao Campaign; Tier 2** accomplished. One Mindanao is a 5-tiered campaign which, since its inception, was designed by Rocket Science under direction of the MIST. When the Tier 1 purchase order was made, Rocket Science was deemed to be the best marketing company to produce this campaign. Rocket Science is trusted and vetted marketing company that is producing the entire **One Mindanao Campaign** and thus has all the knowledge and abilities to help MIST-RP continue the campaign and implement Tier 2 of the One Mindanao Campaign. Rocket Science and the MIST have worked together on a number of projects for over 5 years with no problems or information leaks. Given the sensitivities of such a program as this, and the fact that this is a continuation of a campaign already running and produced by this company, there is no need to make other companies privy to sensitive information and our operations.

9. Any Other Documentation that Would Lend Support to the Sole Source Justification:

The **One Mindanao Campaign** was created by Rocket Science under direction of the MIST; there have been no issue with their work on Tier 1, and is not necessary to seek out another marketing firm for Tier 2. This is a continuation of the 5-tiered One Mindanao Campaign, of which, Tier 1 is the current contract running with Rocket Science.

10. Listing of Interested Source:

FISC Yokosuka  
SAP(TF) - J&A for Sole Source  
(JUN 2008)

FISCYINST 4280.1D

Not applicable.

11. Statement of Actions, if any, to Remove Barriers to Competition:

No other actions are anticipated to remove or overcome barriers to competition prior to the procurement associated with the current requirement.

12. Contracting Officer Certification that the Justification is Accurate and Complete to the Best of the Contracting Officer's Knowledge and Belief with Supporting Data:

Based on the aforementioned, I certify that the information provided to support this recommendation is complete and accurate to the best of my knowledge and belief.


13. Total Estimated Dollar Value of the Acquisition Covered by this J&A: US\$364,897.00

14. Contracting Activity Point of Contact: The Contract Specialist for the proposed contract action is


Philip Yip  
Contract Specialist  
U.S. Fleet and Industrial Supply Center, Yokosuka  
(Fleet Support Office Hong Kong)  
Tel: 852-2802-9804  
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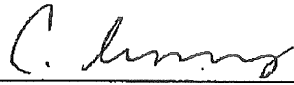
**CERTIFICATION AND APPROVAL PAGE -**

All evidence supporting data that verify the Government's minimum needs or requirements or other rationale for a sole source and form a basis for this justification are accurate and complete to the best of my knowledge and belief.

  
\_\_\_\_\_  
Technical or Requirements      Date  
Personnel Certification      20100629

This justification is accurate and complete to the best of my knowledge and belief.

  
\_\_\_\_\_  
Contracting Officer      Date  
☒ Approval      06-29-2010  
(Actions between \$100,000 ~ \$550,000)  
☐ Certification  
(Actions exceeding \$550,000)

  
\_\_\_\_\_  
Competition Advocate      Date  
☐ Approval      6-30-10  
(Actions between \$550,000 ~ \$5.5 million)  
☒ Concurrence  
(Actions between \$100,000 ~ \$550,000)